

OVERVIEW

The Milwaukee READII project is focusing on reducing racial and ethnic disparities for influenza and pneumococcal vaccination among African American persons 65 years and older through multiple programs targeting providers and consumers.

POPULATION DATA

Milwaukee Total Population: 597,000
African American Population 65 and Older: 13,000

COVERAGE DATA

Influenza Immunization Rate for Population 65 and Older (Wisconsin-wide)*
African American: 30% Caucasian: 53%

Pneumococcal Immunization Rate for Population 65 and Older (Wisconsin-wide)*
African American: 27% Caucasian: 42%

**Medicare claims data, 1999/2000*

KEY PARTNERS

The Wisconsin Department of Health and Family Services is taking a leadership role in this effort through a partnership with the City of Milwaukee Health Department, MetaStar (the Wisconsin Quality Improvement Organization), the Wisconsin Adult Immunization Coalition, the Wisconsin Council on Immunization Practices, Wisconsin Physician Service, local Federally Qualified Health Centers and local community and faith-based organizations.

PROJECT ACTIVITIES

Incorporate all Medicare beneficiaries in the area into the Wisconsin Immunization Registry. This serves as the primary database for tracking reminder/recall interventions for the program. Provider offices are able to use the system to assess immunization dates, determine immunizations needed and perform reminder/recall functions.

Primary health care providers serving the target populations, including hospitals and nursing homes, are being targeted to promote the concept of adult immunizations, discuss patient access and to explain the READII project. Interventions include standing orders, chart reminders, patient reminder/recall and immunization level assessment.

Community education is being delivered through local media outlets as well as door-to-door campaigns, partner organization presentations, and special events promoting national initiatives such as the National Adult Immunization Awareness Week and the national flu catch up campaign.

The evaluation plan is multifaceted, including outcome measures such as population-level changes in vaccine coverage, changes in knowledge about the need for immunization and program evaluation of specific interventions.